

IRC NEWSLETTER

U.S. Embassy, Brasilia

February, 2013

TAKE THE WORLD'S BEST COURSES, ONLINE, FOR FREE

The IRC is offering its space to conduct several online training courses, given by top American universities, for free! The courses are provided in partnership with the social entrepreneurship company Coursera and numerous U.S. universities. Their technology enables the best professors to teach as few as ten, or thousands of students, all online. This is a great opportunity to improve your knowledge and professional skills.

Check it out the first course offered at the IRC:



How Things Work - An introduction to physics in the context of everyday objects

Instructor: Louis A. Bloomfield.

Starts: Mar 4th 2013 (6 weeks long)

More information: <https://www.coursera.org/course/howthingswork1>

Please call 0800-618747 or send an email to ircbsb@state.gov to join!

TRENDING TOPICS!

CONX



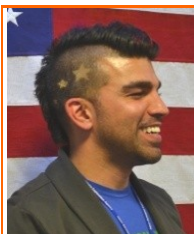
President Obama will deliver the annual State of the Union address at the House Chamber of the U.S. Congress on Tuesday, February 12 at 21:00 EST (Wednesday, February 13 at 02:00 UTC). Join us for a live webcast of this important speech as he outlines key priorities to a joint session of the 113th Congress. Watch and discuss President Obama's achievements over the past year as well as his vision for America in 2013!

Where: <http://goo.gl/qPHsU>

When: Tuesday, February 12, 2013 at 21:00 EST (Wednesday, February 13 at 02:00 UTC)

Format: This will be a video webchat in English. Please click on the URL above and sign in as a guest to participate.

UPCOMING EVENTS!!



MOHAWK GUY IN BRAZIL!

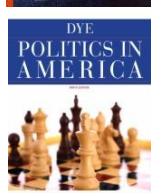
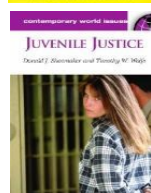
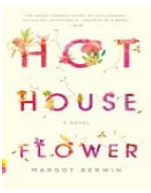
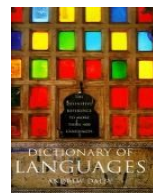
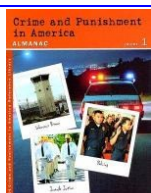
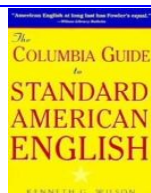
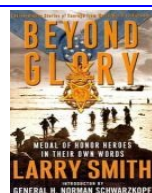
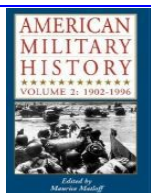
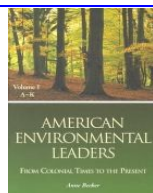
Bobak Ferdowsi, also known as "the Mohawk Guy" from NASA will speak at the Science Corner Brasilia and in Manaus and Sao Paulo.

Check the next IRC newsletter to know more about him and his visit to Brazil!

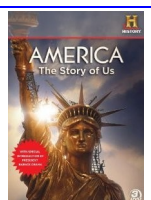
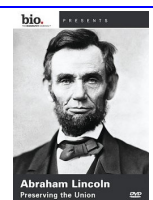
COLLECTION HIGHLIGHTS!

ALL THE MATERIALS ARE AVAILABLE IN THE IRC!!

BOOKS



BLU-RAYS/DVDS



<http://irc.embaixadaamericana.org.br>
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COLLECTION HIGHLIGHTS!

MAGAZINES



ARTICLE ALERT

Wanlund, Bill. **Changing Demographics: will the rising minority population benefit the economy.** CQ Researcher. Vol. 22, Nov 2012.

The nation is undergoing one of the most important demographic transitions in its history. For the first time, minority babies outnumbered white newborns last year, and Census estimates predict that by 2042 non-Hispanic whites will no longer be in the majority. Already, more than a third of Americans are minorities, and non-whites accounted for 92 percent of population growth between 2000 and 2010, a trend driven by rising Hispanic immigration. Meanwhile, as millions of baby boomers retire, the nation is growing older. More than a fifth of Americans will be 65 or older by 2030, compared with one in eight today. Seismic changes also are occurring on the religious front: Protestants are no longer in the majority, and millions have abandoned religion altogether. And, in a striking trend of reverse migration, millions of blacks are moving back to the South. *Request the full text at: ircbsb@state.gov*

Schoemaker, Paul J.H. **Strategic Leadership: The Essential Skills.** Harvard Business Review, Vol. 91, Jan/Feb 2013.

The more uncertain your environment, the greater the opportunity-if you have the leadership skills to capitalize on it. Research at the Wharton School and at the authors' consulting firm, involving more than 20,000 executives to date, has identified six skills that, when mastered and used in concert, allow leaders to think strategically and navigate the unknown effectively. They are the abilities to anticipate, challenge, interpret, decide, align, and learn. This article describes the six skills in detail and includes a self-assessment that will enable you to identify the ones that most need your attention. The authors have found that strength in one skill cannot easily compensate for a deficit in another. An adaptive strategic leader has learned to apply all six at once. *Request the full text at: ircbsb@state.gov*

Romaniuk, Jenni. **Are You Ready for the Next Big Thing?: New Media Is Dead! Long Live New Media!** Journal of Advertising Research, Vol. 52, Dec 2013.

The article offers opinions on the use of advertising media planning in marketing management. The development of social media is used to illustrate what is said to be a flawed process by which marketers adapt to the creation of a new media marketing channel, in which excess enthusiasm for the possibilities of the new channel lead to excess advertising spending on it. *Request the full text at: ircbsb@state.gov*

TRENDING TOPICS!

BLACK HISTORY MONTH



The year 2013 marks several important civil rights anniversaries:

- the 150th anniversary of the **Emancipation Proclamation** (1863).
- 150th anniversary of the placement of the Statue of Freedom atop the Capitol Dome (1863).
- 50th anniversary of the “**I Have a Dream**” speech (1963).
- the inauguration of the first black American president to his second term (2013).

EJOURNALS

[Making Their Mark: Black Women Leaders](#)



[Justice for All: The Legacy of Thurgood Marshall](#)

Do you know the IRC is open until
8:30 pm
Tuesdays and Wednesdays?

Come visit us!

SHIS QI 09 Conjunto 17 Lote L
Cas Thomas Jefferson - Lago Sul

JOIN US!!



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